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DANIEL RYERSON
P. O. Box 805
HOMESTEAD, FLORIDA

FALL SPECIALS - 1958

SEP 7 1958 Page 1.

FALL SPECIAL NUMBER ONE - ROOTED HYBRID BACK DIVISION

If you are just starting out to grow ORCHIDS, and you want the encouragement of seeing some beautiful blooms in a hurry, your best bet is to buy an established mature plant with buds already well formed in the bloom sheath.

If you are not in a hurry, don't mind the gamble and at least two years of waiting before you see results in the form of flowers, you can save money by investing in unstarted back bulb cuttings. I don't know any grower who manages to grow and bloom EVERY back bulb he pots - even if it does have a "live eye."

Is it any wonder that many of you prefer the middle course: investing in well rooted, started back divisions? In quantities, they are as inexpensive as UNstarted back bulbs; yet they are from six to fifteen months ahead of the latter. Each already has a good root system; and a new "lead" instead of a mere "eye." All should bloom within a year instead of the traditional two years required of an unstarted back bulb.

They travel BARE ROOT, out of their 4½-inch pots, making them light and inexpensive to ship. (Clay pots run into weight and require heavy packing to prevent breakage!)

And with the SILVACON culture, they are so easy to pot that it is no problem, even for the relatively inexperienced Orchidist. (See Folder Pages 9 and 9A)

While each of these hybrid back divisions will carry its correct name tag, there are not enough of any individual hybrid to justify a listing from which you could choose. There will be White hybrids, such as C. SNOW WHITE, C. BARBARA BILLINGSLEY, C. MAGGIE BARTEL. There will be colored hybrids, such as LC WALTER WINCHELL, C. DANIEL RYERSON, BC ADONIS, BLC EMPIRE. There will be White-Colored-Lip hybrids such as LC CANHAMIANA ALBA, LC FLORENCE PICKARD, C. ENID ALBA.

EXTRA SPECIAL OFFER FOR PROMPT RESPONSE!

While I cannot include YELLOW hybrids, nor our favorite BLC MARION RYERSON, at the prices quoted below, here is your chance to acquire one or the other, or both, less expensively than I've ever offered them before:

Order TEN OR MORE assorted divisions, WITHIN TEN DAYS of receiving this list, and buy EITHER a back division of BLC MARION RYERSON or a YELLOW HYBRID back division of my choice, for an additional \$2.50.

OR, with your order of 25 or more assorted divisions, WITHIN TEN DAYS, buy BOTH a YELLOW HYBRID back division and a back division of BLC MARION RYERSON for an additional \$4.00. LIMIT: One such combination offer per customer. Even with an order of 100 or more divisions, please don't ask for more than one of each of the above for the additional four dollars.

- *SINGLE rooted back division, W,WCL or Col. (state preference).....\$5.00 Prepaid in U.S.
- *THREE rooted back divisions (no duplicates).....\$10.00, Prepaid in U. S.
- TEN or more (assorted colors).....\$2.50 each, charges coll.
- 25 or more (assorted colors).....\$4.00 each, charges coll.
- 100 assorted divisions (some duplicates).....\$100.00, Express chgs. coll.

*SILVACON and URAMITE for potting these small orders will accompany them. Add \$1.00 if you want this potting material to accompany your TEN-OR-MORE order; \$2.00 if wanted with your 25-OR-MORE order; \$5.00 if wanted with 100-or-more order.

DANIEL RYERSON, BOX 805, HOMESTEAD, FLA. Date _____

Please ship _____ rooted hybrid back divisions. As I am ordering before deadline, and as stated above, include one back division _____ at additional \$2.50. Include one of each for additional \$4.00 for both _____. I am also adding \$ _____ for SILVACON and URAMITE to pot them.

NAME _____

ST. & NO. _____

Amt. encl: \$ _____ City & State _____

PHALAEOPSIS PLANTS

Those of you who are already familiar with Phalaenopsis, "Moth Orchids," will not require any ballyhoo to sell you on this offer. A quick glance at the names, size of the plants, and the prices, and you'll find yourselves reaching for your pen or pencil to fill in the order blank.

More recent Orchidists who have never added Phalaenopsis plants to their collections are urged to read PAGE N in your folder. Then you can decide how many of these fine plants you would like to try.

Folks who remark, "Orchid plants are attractive only when they're in bloom," are not referring to Phalaenopsis. Their foliage is nearly as attractive as the flowers. The long, graceful sprays of mothlike blooms are exquisitely beautiful. And even though they last, and keep their beauty for weeks and months, you do not tire of them.

So rewarding to grow, too! Properly watered and fed, they will outgrow nearly every other plant in your collection. The first bloom spikes begin to make an appearance near the end of November. Some are in full bloom for Christmas. The last usually start to fade by the end of June. Individuals have been known to keep their White Phals. flowering all through the Summer but this treatment is not recommended. They should have several months rest before the next regular bloom season starts.

Do you like to amaze and delight your friends by giving them ORCHIDS FOR CHRISTMAS? Every holiday season brings me a number of orders for Phalaenopsis plants in spike. But that is the most expensive time to pack and ship them; the spikes are fragile, and vulnerable to sudden changes in temperature. Also, you then must pay the extra expressage on the Winter packing required.

So why not DO YOUR SHOPPING EARLY, buy them inexpensively, get them established in your environment and have them in spike for CHRISTMAS GIFTS?

PHALAEOPSIS GRACE PALM (Doris X Winged Victory) We first bloomed and registered this hybrid in 1950, and we STILL find it hard to beat for an all-round, large, heavy textured WHITE. When I first had them as tiny seedlings, I sold so many to California customers, and they won so many awards with them, lots of my friends have asked: "That hybrid originated in California, didn't it?"

No, it didn't. It originated right here in South Florida. Of course, many Californians have subsequently remade the cross. And so have I. Which further proves how much all of us like it. I'm sure you will, too, when yours is in bloom.

PHALAEOPSIS ANN FISHER (Reve Rose X Eldora) A more recent PINK hybrid, this is a perfect companion to the above described WHITE. It, too, has won awards, and is expected to win more in the future. In one of the Hawaiian Orchid Shows, it was judged "BEST PINK PHALAEOPSIS IN THE SHOW!" And Hawaiian Orchidists are almost as noted for their Phalaenopsis plants as for their Vandas. A competitor has an error in his catalogue, giving the wrong parents. The actual parentage is given here.

These vigorous plants are in 5-inch pots. Longest leaf on the White hybrid averages 8 inches. Longest leaf on the pink hybrid average 7 inches. When in spike, none of these plants will sell for less than \$15.00 each. Buy now and save.

- SINGLE plant (either hybrid, your choice).....\$10.00 prepaid in U.S.
- One of EACH hybrid (both plants).....\$15.00, charges collect.
- Two of EACH hybrid (all four plants).....\$20.00, charges collect.

DANIEL RYERSON, Box 805, Homestead, Fla.

Date _____

Please ship _____ plants of PHALAEOPSIS GRACE PALM; _____ plants of

PHALAEOPSIS ANN FISHER. All plants in 5-inch pots for blooms next Winter or Spring.

I understand this offer expires October 30, 1958.

Name _____

Street & No. _____

Amount encl: \$ _____ City & State _____

MATURE, BLOOMING SIZE HYBRIDS

A couple of months ago, I wouldn't have believed I'd be offering this particular group of FULLY MATURE, BLOOMING SIZE hybrids at such special prices. But one of the houses needs a new roof, which means moving all the plants in it twice - out and back in - unless I sell some of them. Those that sell will be moved once - out.

So my problem may prove to be your premium -- a chance to add some fine mature hybrids to your collection, and at prices once paid only for species or "amnesia victims."

There are too few plants of any given hybrid to issue a list of them from which to choose. But as always, I'll do my very best for you. If you were happy about being "surprised" before, won't you give me a chance to SURPRISE YOU AGAIN?

The plants you receive this time will not duplicate those hybrids you received before, because I've never offered nor sold any from this group, nor have I included them on any previous listing. Among the WHITE hybrids are such dependable bloom producers as C. SWAN and C. DECEMBER SNOW. White-Colored-Lip hybrids include well publicized names like LC SNOWDRIFT, LC BRITANNIA ALBA, LC ELLEN HART. Colored hybrids include LC LERRYNANE, LC SOUTH ESK, C. SPLENDOR and LC BEAU BRUMMEL.

Big "Brassos" are in the group, such as BC SEAFOAM, BC DIADEM and BLC AFTERGLOW. Most of these Brassos are of the delicate pastel shades such as pink-lavender.

Each plant is well established in its 5, 5½ or 6-inch pot; each will be correctly tagged; all will travel in their pots unless you direct otherwise.

Single MATURE "SURPRISE" HYBRID (Indicate color preference)....	\$7.00, charges Prepaid in U.S.
Six " " HYBRIDS (no duplicates).....	\$25.00, chgs. collect
Thirteen " " " " "	\$50.00, " "
Thirty " " " (occasional duplication of name) \$100.00	" "

WHO READS THE REVERSE SIDE OF A LIST? Usually I receive more orders from the front list than from the one printed on the back. Why? Do you get interested in the front and forget to look at the back? Big, husky, near-blooming-size seedlings are as easy to grow as fully mature plants. If you'd like some of them, as well as some of these, you can SAVE MONEY by proving you read both sides of the lists.

COMBINATION OFFER - MATURE PLANTS AND BIG SEEDLINGS

COMBI. #1. Single MATURE plus single SEEDLING (P.4.)....	\$ 12.00, charges Prepaid in U. S.
COMBI. #2. Three MATURE plus four SEEDLINGS (P.4.).....	\$ 25.00, charges collect
COMBI. #3. Seven " " eight " "	\$ 50.00, charges collect
COMBI. #4. Fifteen " " Seventeen " "	\$100.00, charges collect

Even if you are never interested in more than an occasional unflowered seedling of something so rare it is not available in mature plants it will pay you to read every word of Page 4. There is an inconspicuous bonus offer hidden away among the fine print.

DANIEL RYERSON, BOX 805, HOMESTEAD, FLA.

DATE

Please shipFULLY MATURE, BLOOMING SIZE HYBRIDS. Color preferences:

Please ship COMBINATION OFFER #. Color preferences:

Proving to you that I read all of Page 4, please include

Name

Street & No.

Amt. encl: \$City & State

BIG, NEAR-BLOOMING-SIZE SEEDLINGS

Orchidists who restrict their purchases to fully mature plants are "playing it safe," but they miss the rare and exciting experience involved in watching their unbloomed seedlings burst into flower for the first time!

When you choose a cross with good background, what can you lose? Even if it is just average for the hybrid, it will be well worth the seedling price. And there is always the gamble - the chance of HITTING THE JACKPOT. That's what you do when YOUR seedling proves to be one of the OUTSTANDING individuals out of the seed pod! Once it has received an award, you wouldn't part with it for many times the price you paid for it!

Hardly a week passes that doesn't bring me at least one "rave" from a customer who had bought seedlings from me. Such as the following from Mrs. S. in California:

"I want you to know how pleased I am with the first flowering of one of your #732 seedlings. It produced two huge blooms, brilliant rose-lilac with such a gloriously colored lip it is impossible to describe...upper half of it flooded with gold. Flowers have very heavy texture, and what heavenly, heady fragrance! I've been growing Orchids nearly ten years, but never was I as excited as I am about this one!"

We named the #732 cross BLC RYERSONWOOD (Lc Westwood X Blc Marion Ryerson) and we're as happy for Mrs. S. as we were about others who sent in similar glowing reports.

Unfortunately, we don't have many of #732 seedlings left, and the same is true of many of our other popular crosses. Again, the list of crosses would be prohibitively long, and the quantities of each hybrid too small to issue a formal list.

A few of the above are still for sale, as well as other Blc Marion Ryerson crosses, such as BLC TAMiami TRAIL and BLC MEMORIA MAURINE. Among the Lc's are LC WESTGATE, LC MIAMI SHORES and LC EL PORTAL. White-colored-lip crosses include C. LADY ROBERTA and LC M'LISSE GREEN as well as LC BRITANNIZADE. Pure Whites include C. DEBRA JANE and C. DORA FLESCH.

These big seedlings are in 3½-inch, 4-inch and 4½-inch pots (some grow more compactly than others the same age) and should be producing their first blooms within the coming year or so (bloom habits vary as do growing techniques). When in flower each should prove worth many times the price quoted here. Believe me, I will do my very best to select what I think will please you most!

If you want the bonus mentioned on page three, you may have it free with any \$25-or-more order from the fall specials list. All you have to do is fill in the proper space with the words "bonus bifoliate seedling."

Single UNBLOOMED SURPRISE SEEDLING (indicate choice, W, WCL, or COL).....\$ 6.00, shipping			
charges Prepaid in U.S.			
Three	"	"	SEEDLINGS (one each, if you wish).....\$15.00 chgs. coll.
Six	"	"	" (two each, if you wish).....\$23.00 " "
Thirteen	(assorted colors).....		\$40.00 " "

FOR EXTRA SAVINGS WHEN ORDERED IN COMBINATION WITH MATURE HYBRIDS, READ PAGE THREE.

All shipments of these big seedlings will be made in their pots unless otherwise directed.

DANIEL RYERSON, BOX 805, HOMESTEAD, FLA.
 DATE

Please ship
 BIG SEEDLINGS. Color preferences:

Please ship COMBINATION OFFER #
 as detailed on reverse side. I read every word of the above offering carefully, which will be proved to you by the way I filled in the proper space on reverse side of this blank.

Name

St. & No.

Amt. encl: \$
 City & State